

ABSTRACT OF THE DISCLOSURE

If a color image is converted into a monochrome image and is sent when the receiver does not have color reception performance, the monochrome image is sent
5 against user's intention. Hence, when transmission of a color image is instructed, a transmission process is controlled to send a color image, send a color image as a monochrome image, or cancel transmission, in
10 accordance with information that pertains to color reception performance of the partner apparatus, and the setup state of a color/monochrome conversion permission switch.